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MEETING

STATE OF CALIFORNIA

INTEGRATED WASTE MANAGEMENT BOARD

EDUCATION AND PUBLIC OUTREACH COMMITTEE

JOE SERNA, JR., CALEPA BUILDING

1001 I STREET

2ND FLOOR

COASTAL HEARING ROOM

SACRAMENTO, CALIFORNIA

WEDNESDAY, SEPTEMBER 15, 2004

3:00 P.M.

JAMES F. PETERS, CSR, RPR CERTIFIED SHORTHAND REPORTER LICENSE NUMBER 10063

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APPEARANCES

COMMITTEE MEMBERS

- Mr. Carl Washington, Chairperson
- Ms. Linda Moulton-Patterson
- Ms. Cheryl Peace

STAFF

- Ms. Julie Nauman, Chief Deputy Director
- Ms. Marie Carter, Chief Counsel
- Ms. Caroll Mortensen, Assistant Director
- Mr. Jon Myers, Assistant Direcotr
- Ms. Joanne Vorhies, Assistant Director

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| 1 | PROCEEDINGS |
| 2 | CHAIRPERSON WASHINGTON: The Education and Public |
| 3 | Outreach Committee will come to order. |
| 4 | We ask that anyone that has cell phones or pagers |
| 5 | on, if you will please turn them off or put them in the |
| 6 | vibrate or silent positions, we'd appreciate it. |
| 7 | For the public, there are slips in the back. For |
| 8 | those who would like to make comments, we have speaker's |
| 9 | slips. If they're not in the back, we'll get you one. |
| 10 | And if you want to make comments, you're certainly welcome |
| 11 | to do so at the conclusion of our Committee meeting. |
| 12 | At this time we will ask our secretary to call |
| 13 | the roll. |
| 14 | SECRETARY GIN: Moulton-Patterson? |
| 15 | COMMITTEE MEMBER MOULTON-PATTERSON: Here. |
| 16 | SECRETARY GIN: Peace? |
| 17 | COMMITTEE MEMBER PEACE: Here. |
| 18 | SECRETARY GIN: Washington? |
| 19 | CHAIRPERSON WASHINGTON: Here. |
| 20 | All right. We have a quorum present. |
| 21 | Thank all of you for being here today, to our |
| 22 | assistant directors from our three different offices. We |
| 23 | thank you for your presence today Education, Public |
| 24 | Affairs and Legislative Affairs Office. This is our first |
| 25 | meeting of our Education and Public Outreach Committee. |

- 1 So we certainly appreciate your presence, as well the
- 2 presence of my colleagues, the Chair of our Board, our --
- 3 COMMITTEE MEMBER MOULTON-PATTERSON: For the time
- 4 being.
- 5 (Laughter.)
- 6 CHAIRPERSON WASHINGTON: And then my Chair of the
- 7 Special Waste Committee, Member Peace, we thank you for
- 8 your presence.
- 9 At this time we'll turn it over to Jon for our
- 10 Public Affairs Office report. And then we'll go to Allen.
- 11 And whichever one of you guys want to chime in next, if
- 12 there's no questions, you go right ahead.
- ASSISTANT DIRECTOR MYERS: I guess we drew straws
- 14 and I came up short, so I'm going to go first.
- 15 Thank you, Mr. Chair and members of the
- 16 Committee.
- Seeing that we don't have any items on this
- 18 month's Board agenda, I thought what I would today for you
- 19 is just give you an update, and I'll try to be brief. But
- 20 give you an update on where Public Affairs stands.
- 21 It's been six months, if you can believe it or
- 22 not, six months since I came on board with the Integrated
- 23 Waste Management Board. And, you know, it's been moving
- 24 fast. And I've got to say, I'm really pleased with the
- 25 staff that I inherited. We have a great staff in Public

- 1 Affairs and are doing some great things out there.
- 2 They've helped me get up to speed on a lot of programs and
- 3 a lot of issues.
- 4 I haven't had an opportunity to give an update
- 5 like this, so I'm excited that we have this venue now
- 6 where I can come before you monthly and tell you where --
- 7 and actually just have bragging rights where I can brag
- 8 about some of the great things that we're doing as a
- 9 board.
- 10 As much as I'd like to highlight each and every
- 11 event that we've been doing, most of you have been to all
- 12 these events. Some of you we couldn't get off the tractor
- 13 at some of the events, Mr. Washington. So you know all
- 14 about the events, so I'm not going to go into detail much
- 15 on those.
- I do want to say, however, though as far as
- 17 events go, we're working on new and innovative ways to
- 18 reach out and get a little more publicity on some of the
- 19 events, get some more media, do some more outreach on
- 20 that. Because I strongly believe that we need to reach
- 21 out to the constituency and let them know all the great
- 22 things that are going on at this Board. So to let you
- 23 know, we are creating new and dynamic ways of reaching out
- 24 and educating the public on what's going on here.
- One of the -- you know, not only are we reaching

- 1 out to the public, but I'd like to show you one of the new
- 2 things that we're doing internally as well.
- 3 And, Deborah, if I can have you turn on the board
- 4 here real fast.
- 5 (Thereupon an overhead presentation was
- 6 Presented as follows.)
- 7 ASSISTANT DIRECTOR MYERS: If you take a look on
- 8 our new -- at our new issue here on Boardnet, we have the
- 9 latest news. All our staff will be able to click on
- 10 that -- it's hard to see from here, sorry -- and it will
- 11 give you kind of a highlights of the latest and greatest
- 12 events. This is somewhat new, so we're getting into the
- 13 habit now of how we can turn this around a lot faster.
- 14 These, as you'll see -- and speaking of getting
- 15 Mr. Washington off the tractor, this is him inside. We
- 16 are working on being able to get a faster turnaround from
- 17 our events, so you'll be seeing these hopefully quickly
- 18 after the event takes place.
- 19 Public Affairs felt that it was necessary to let
- 20 a lot of our -- let our staff know all the events that are
- 21 going on outside.
- 22 Also, the Office of Public Affairs have been --
- 23 CHAIRPERSON WASHINGTON: Yeah, can you roll
- 24 that -- the Chair wanted to kind of see me a little bit.
- 25 I'm trying to tell her how I got the tractor into the --

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1 ASSISTANT DIRECTOR MYERS: Turn that back on.
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- I wish I could blow that up for you here. I'm
- 3 sorry.
- 4 CHAIRPERSON WASHINGTON: There we go.
- 5 ASSISTANT DIRECTOR MYERS: But, yes, that is him.
- 6 COMMITTEE MEMBER MOULTON-PATTERSON: You're
- 7 actually driving it?
- 8 CHAIRPERSON WASHINGTON: Uh-huh.
- 9 ASSISTANT DIRECTOR MYERS: I don't know which
- 10 was worse --
- 11 COMMITTEE MEMBER MOULTON-PATTERSON: Do we have
- 12 insurance for that?
- 13 ASSISTANT DIRECTOR MYERS: I don't know which --
- 14 CHAIRPERSON WASHINGTON: The problem is that Jon
- 15 and the whole crew, they were all right here. When I
- 16 looked up, they were up the hill.
- 17 ASSISTANT DIRECTOR MYERS: I was standing on the
- 18 pile right next to him. Let me say, it took me awhile to
- 19 realize, "Wait a second." I don't know if our insurance
- 20 covers that.
- 21 All right. We'll move on. Office of Public
- 22 Affairs is working hard to integrate itself within the
- 23 divisions of the Board as well. We've been working a lot
- 24 with division staff and integrating ourselves into the
- 25 different programs so that we can get the best and most

- 1 efficient use of our marketing skills. We're trying to be
- 2 able to tie a lot of the marketing efforts going on in the
- 3 different programs and different staff so that we can
- 4 utilize each other to get our message out.
- 5 We're starting up the Marketing Task Force again,
- 6 which has had a positive effect so far. And it's helping
- 7 us realize that there's ways that what oil is doing can
- 8 benefit tires, what tires is doing can benefit market
- 9 development and so on. So you'll be seeing more great
- 10 things come out of that.
- 11 I don't know whether to thank them or sometimes
- 12 curse them, but Patty Wohl and Jim Lee have really kept me
- 13 busy and kept our staff busy, and in a good way. They've
- 14 got some great programs going on. So you'll be seeing a
- 15 lot more -- I'm going to talk about some of those programs
- 16 here in a second. But there are some great things going
- 17 on there. So stay tuned for a lot of new and innovative
- 18 programs coming out.
- 19 As far as the programs go, like I said, I'm not
- 20 going to be able to highlight all of them here. But some
- 21 of the ones that are more worthwhile to talk about I'm
- 22 going to -- I would like to speak on real quickly.
- One of them being SB 20 and our electronic
- 24 recycling program. I know Patty had talked about it in
- 25 her Committee meeting, so I'll give you kind of an update

- 1 just on the outreach side. We've been waiting for 901 and
- 2 SB 50 to pass through the Legislature before we started
- 3 really getting too involved and in getting the word out
- 4 there to see what was going on. Now that they have passed
- 5 through the Legislature -- and I know Carol's going to
- 6 talk about that here in a second about it getting signed
- 7 at the Governor's office. But now that those are moving
- 8 forward we're working with Earth Communications Office,
- 9 our partner down in Santa Monica, right now that are doing
- 10 the outreach and education part of this for us, the
- 11 contractor.
- We have prepared a public service announcement.
- 13 They just did the shoot this week actually. So we're
- 14 waiting now to get a celebrity voice over on that.
- 15 There's some post-production stuff that's going to go on
- 16 with that. We're hoping to have that up here shortly,
- 17 where I'm sure we're going to do a Hollywood-style
- 18 roll-out for our Board members and let you see what's
- 19 going to be going out on the airways.
- 20 We had -- board Member Paparian went down south
- 21 and visited with some potential partners on our
- 22 ERECYCLED.ORG website. He met with some of the
- 23 manufacturers. It was a very positive meeting that we had
- 24 with them. What we're looking to do is incorporate
- 25 partners into the ERECYCLED.ORG website. ERECYCLED.ORG is

- 1 going to be designed to be an education piece for our
- 2 consumers. It's something that we can point to when there
- 3 are questions out there. It's something the retailers
- 4 will be able to point to. It's something manufacturers
- 5 will be able to utilize as well. It's going to be a
- 6 really all-encompassing website. It explains a lot of
- 7 what's going on with the electronic recycling program
- 8 itself.
- 9 So it was important for us to bring partners on
- 10 to this. And not only partners, but sponsors as well. We
- 11 have some potential sponsorship for the website. The
- 12 website's going to be hosted outside of the Waste Board
- 13 here by ECO, Earth Communications Office. We're hoping to
- 14 get those sponsorships to be able to keep on ongoing and
- 15 very up-to-date website.
- 16 E-waste, by the way, has been getting some
- 17 national exposure as well. We've been getting calls
- 18 from -- we had Wall Street Journal and Forbes Magazine
- 19 that wanted to do articles on this. They're kind of
- 20 taking a look to see where this is going. As you know,
- 21 the rest of the nation is watching California on this. So
- 22 the outreach and education portion of this is vital that
- 23 we get a good message out on E-recycle.
- 24 Public Affairs have been slightly involved with
- 25 the Governor's Flex Your Power at the Pump campaign. It

- 1 was a large campaign that was designed to help consumers
- 2 save gas, save money at the pump. One of the reasons that
- 3 we got involved is because there's a dynamic to this that
- 4 helps our tire waste program; and, that is, the number one
- 5 tip that has been going out on all the literature and all
- 6 the posters is "keep your tires properly inflated". We've
- 7 been very effective in making sure that stays the number
- 8 one priority. It's one of the easiest things for
- 9 consumers to do while they're out there trying to save
- 10 gas. So it's been easy to keep that on top of their list.
- 11 So it's been helping us out quite a bit.
- 12 We've been working with Flex Your Power at the
- 13 Pump campaign staff and Exxon-Mobil as well in developing
- 14 some site events at gas stations up and down the State
- 15 where we are actually going out and checking people's
- 16 tires for them and giving them the 101 on tire
- 17 maintenance. So it's helping us keep tires out of the
- 18 landfills.
- 19 If you have any questions on tire inflation,
- 20 check with Member Marin because she was at one of the
- 21 events and she got the 101 on how to do tires and was out
- 22 there actually showing people how to check their tires.
- 23 So it's been great.
- 24 And some of the other things we've been working
- 25 on: AB 1548, the education and environment initiative.

- 1 I'm sure you're going to hear more about that as well.
- 2 Things are moving along. We've developed some great
- 3 brochures and some great message points for that. And so
- 4 you're going to hear more about that as we go into it.
- 5 And I'm sure Joanne's going to talk about that.
- 6 Later this month markets will be launching the
- 7 Green lodging Program. I think it's September 29th we're
- 8 going to be at the Hotel Triton in San Francisco. The
- 9 Green Lodging Program I'm sure Patty has updated the
- 10 Committee on. And we'll be bringing this forward next
- 11 weak at the Board meeting. But this is geared towards
- 12 helping state employees find green hotels and motels to
- 13 stay in on their travels. It's a great program. We're
- 14 looking for a great launch. Secretary Tamminen will be
- 15 there to speak as well as Board Member Mike Paparian.
- We also just completed a great event last week
- 17 down in Santa Ana. The Collaborative for High Performance
- 18 Schools in Santa Ana where our own Chair, Linda
- 19 Moulton-Patterson, gave a great presentation. She
- 20 unveiled a plaque that we gave to Heroes Elementary School
- 21 for being part of the collaborative for high performance
- 22 schools. It was a wonderful event. And I hope I'm not
- 23 taking any of your thunder away, because that kind of --
- 24 it was a mix between Public Affairs and Education here.
- It was a great event except for the heat. I

- 1 think we finally got over that. But there hundreds of
- 2 school kids running around. We had fire trucks. We had
- 3 police cars. What do you call those -- big Hummer police
- 4 ones.
- 5 And I hope you got the hat that I brought back
- 6 for you, the sheriff's hat.
- 7 COMMITTEE MEMBER MOULTON-PATTERSON: Thank you.
- 8 I wondered where --
- 9 ASSISTANT DIRECTOR MYERS: All the kids were
- 10 wearing little plastic sheriff's and firemen's caps, so of
- 11 course I had to bring one back for our Chair. It was a
- 12 really good event.
- 13 These are only -- like I said, only a few of the
- 14 programs that we have going on. I have yet to touch on
- 15 some of the C programs, which I'm sure Joanne talks about:
- 16 The Sunset Magazine House 2005 Recycling Trade Show; the
- 17 greening of the motion picture industry; rubberized
- 18 asphalt concrete; oil -- used oil programs; and of course
- 19 zero waste message that we're trying to get out at well.
- 20 All of these will be coming forward to you in the coming
- 21 months, and you'll more about that.
- 22 What I would like to do is just give you some
- 23 quick statistics to let you kind of have a snapshot of
- 24 what public affairs is doing. Our meeting gurus have
- 25 handled 26 press calls in July, another 19 in August, and

- 1 for September we're already at 17. Last month the Board
- 2 had 22 mentions in broadcast or printed media.
- 3 Year-to-date we have 188 mentions.
- 4 And for articles of stories that specifically
- 5 quote a Board member we've had almost over a dozen --
- 6 we've had almost a dozen hits over the last month.
- 7 There's been 56 mentions of quotes over this last year.
- 8 So we're definitely making some news. And that doesn't
- 9 count CPR. We kind of took that out of the equation. So
- 10 that's just for things that we're doing here at the Board.
- 11 Our outreach efforts continue to grow. July we
- 12 had 2500 publications distributed. And that grew to 2800
- 13 in August. Jill Jones has been doing a great job in our
- 14 public outreach. She's been attending quite a few events,
- 15 a couple last month. And she's scheduled to appear at a
- 16 few more events later this month.
- Not to be outdone, we have our editing staff as
- 18 part of Public Affairs. They've been working endlessly
- 19 editing Board publications for distribution. And just to
- 20 give you a quick highlight on some of those: Landfill
- 21 facility compliance study, environmental justice reports,
- 22 recycled content of new tires report, plastic trash bag
- 23 reports. These are all items that come through our
- 24 editing staff before they go out for publication.
- I also would like to give a lot of credit to

- 1 Oscar, Diane and Liz in our Graphics Department. You
- 2 know, I've sat there many a times being in that room with
- 3 them and watch them get the last second changes or new
- 4 additions to things that they've been working on. And
- 5 seamlessly they make those changes and crank out some
- 6 wonderful looking graphic material for us.
- 7 So we should -- I invite you actually to come
- 8 down some time and step into the room with them and see
- 9 some of the wonderful things that they have going on down
- 10 there. A lot of -- all the posters that you see that are
- 11 for our events or -- not even our events. We're doing --
- 12 you should know, that our Public Affairs -- our graphics
- 13 staff has a reputation well beyond these walls. The
- 14 Governor's Office uses them quite often to do displays and
- 15 to do backdrops whenever the Governor is speaking. We get
- 16 requests from other agencies to do graphic work. So they
- 17 are very high quality.
- 18 Some of the things that they're working on right
- 19 now: As I mentioned, the AB 1548, the tri-fold brochure
- 20 that they've just completed. ECO landscaping conference
- 21 distribution -- design. Heroes school dedication that we
- 22 just did, they did a wonderful job in creating a plaque
- 23 for that. Waste Tire Management Conference used oil
- 24 programs, trade show posters, C Program posters. And
- 25 coming up, the Green Lodging Program, they've done some

- 1 wonderful design work for that as well that we'll be
- 2 bringing forward to you as well for you to take a look at.
- 3 And I can just go on and on from there.
- 4 And speaking of going on and on, I know it's
- 5 probably going on too long. So I think we can wrap it up
- 6 from there. If you have any questions on some of the
- 7 things going on in Public Affairs, be glad to answer them.
- 8 CHAIRPERSON WASHINGTON: Yeah, Madam Chair.
- 9 COMMITTEE MEMBER MOULTON-PATTERSON: Thank you.
- 10 Not a question, but just a comment, Jon. I want
- 11 to thank you and your staff so much specifically for the
- 12 Heroes School event. It was great. I know it took a lot
- 13 of work, a lot of coordination. And those things don't
- 14 just happen. It takes a lot of planning. And, Bonnie,
- 15 you also were involved in that. So thank you so much.
- And I just want to say that I think you've done a
- 17 remarkable job in your first six months. I just can't
- 18 tell you how impressed I am. So thank you.
- 19 ASSISTANT DIRECTOR MYERS: You're welcome.
- 20 Heroes was a lot of fun to do. So it was a great event.
- 21 And thank you for the words.
- 22 CHAIRPERSON WASHINGTON: Ms. Peace.
- 23 COMMITTEE MEMBER PEACE: Yeah, I'd like to say
- 24 ditto to that, and you've done a great job.
- 25 You did mention the website and how much

- 1 information that there is out there on this website that
- 2 we have. But I've heard people say that even though
- 3 there's all this great information out there, that it's
- 4 really hard to find some times. It's difficult for people
- 5 to find what they're looking for. And that maybe there's
- 6 should be some more links to the different agencies that
- 7 we work with, like the Air Board and the Water Board. And
- 8 I know Mike Paparian's talked -- you know, mentioned
- 9 several times that DOC has a great website that's a lot
- 10 easier to use and that they have these great seasonal tips
- 11 on what to do with your Christmas Tree and, you know, tips
- 12 on grass cycling and composting.
- 13 And I just wondered, do you have any ideas on how
- 14 to improve our website to make it a little more user
- 15 friendly?
- ASSISTANT DIRECTOR MYERS: Sure. That's actually
- 17 one of the things that I've been looking at since I came
- 18 on board six months ago, because -- as somebody who came
- 19 in from the outside taking a look at our website and
- 20 trying to navigate and get through the information.
- 21 You're right, there's a lot of great information there.
- 22 The question now is how can we make that more user
- 23 friendly, easier to get to for the consumers. As we're
- 24 going out and doing all of these events, all the
- 25 publications, everything that we're trying to do -- and,

- 1 like I say, you know, the best is still to come because
- 2 I'm hoping we're going to get a lot more publicity out
- 3 there on all the great things we're doing. One of the
- 4 things I'd like to do is start tagging our website on to
- 5 all those great things so people can go and find out more
- 6 about us. By doing that we're going to be reaching out to
- 7 more of the average consumers, not just industry people.
- 8 So I'd like to try to find a way to make that
- 9 more user friendly. And if you would like, one of the
- 10 things we can do is come up with some concepts ideas and
- 11 bring it back to this Committee next month already and see
- 12 where we can go from there.
- 13 COMMITTEE MEMBER PEACE: That would be great.
- 14 ASSISTANT DIRECTOR MYERS: Okay. We'll do that.
- 15 COMMITTEE MEMBER PEACE: Okay. Thank you.
- 16 CHAIRPERSON WASHINGTON: Any other questions?
- 17 And I too want to thank Jon.
- One of the things for our Committee members,
- 19 there are a number of things that we'll be working on
- 20 together. And certainly one of the things that I'm really
- 21 involved with, Madam Chair and Ms. Peace, is having our
- 22 committees held over at the Capitol so we can get some
- 23 publicity. I want people in the State of California to
- 24 know what the California Integrated Waste Board does. And
- 25 we will be working with the Legislature. We've already

- 1 got commitments from the Speaker of the Assembly that we
- 2 can use committee rooms over there. We'll be working with
- 3 the Cal channel. I spoke with the executive director --
- 4 and I'm just drawing a blank on his name at this point.
- 5 But Jon and I will go and sit down and talk with him in
- 6 terms of them covering perhaps our Board meeting and kind
- 7 of just talk about what the California Integrated Waste
- 8 Board does and who they are. And hopefully he can
- 9 interview you and you can tell him the great things we do
- 10 in the State of California and all that good stuff.
- 11 So we've got a lot things in stored that we want
- 12 to do to put the California Integrated Waste Board out
- 13 into the public and allowing them to really, you know,
- 14 come to know who we are and what we do. And so I too want
- 15 to thank him for him jumping right in there and getting
- 16 involved. And I look forward to really, really getting a
- 17 lot of stuff accomplished at the Board.
- 18 So thank you, Jon, for your work.
- 19 ASSISTANT DIRECTOR MYERS: Thank you.
- 20 CHAIRPERSON WASHINGTON: All right. Our next
- 21 report will come from our Assistant Director for the
- 22 Office of Education and the Environment.
- Joanne.
- 24 ACTING ASSISTANT DIRECTOR VORHIES: Good
- 25 afternoon. And it is a privilege to be here. Thank you.

- 1 I am Joanne Vorhies with the Office of Education
- 2 and the Environment. And I'll be providing you the latest
- 3 updates regarding the School DEEL, SB 373, the School
- 4 Energy Efficiency Program, and AB 1548.
- 5 To begin with, the School DEEL, our Unified
- 6 Education Strategy and Environmental Ambassador Program
- 7 grantees spent the last school year planning and
- 8 developing environmental curriculum in Phase 1 of our
- 9 pilot program. Plans were solidified this summer as the
- 10 UES grantees participated in a four-day professional
- 11 development institute, where they discussed model plans to
- 12 integrate the curriculum into their classes and were
- 13 provided the necessary tools to implement the various
- 14 programs.
- So as we enter into Phase 2 this year of our
- 16 pilots, the grantees will continue implementation of these
- 17 expanded programs and will evaluate the successes and
- 18 lessons learned throughout the course of this school year.
- 19 In November, staff will be presenting a
- 20 discussion item to this Committee regarding the
- 21 legislative report due June 2005. And you'll have the
- 22 opportunity to meet my staff at that time.
- 23 The next: The School Energy Efficiency Program
- 24 is in the final stages of meeting its two original goals.
- 25 The first, educating students, teachers and local

- 1 communities about energy efficiency. The second thing is
- 2 improving public education facilities by educating
- 3 facility operators and administrators regarding the
- 4 benefits of energy efficient operation retrofits and
- 5 practices. To date the C staff has seen most of the
- 6 projects related to these goals come to a successful
- 7 completion in 55 Central Valley school districts.
- 8 And in next few weeks we do have some exciting
- 9 events with the Family Migrant Centers in the Central
- 10 Valley. In partnership with the California Department of
- 11 Forestry and the California Conservation Corps, we are
- 12 having a tree planting festival. And each Board member
- 13 will be receiving letters inviting you to these events,
- 14 along with the Assembly and Senate representatives are
- 15 being invited as well.
- And in October the C staff will be presenting an
- 17 agenda item detailing the accomplishments of the C
- 18 program. And you'll get to meet the C Staff at that time.
- 19 And then, lastly, AB 1548. And Public Affairs
- 20 has been wonderful. You've done a great job. They've
- 21 been helping with the brochures. It's at the printer, so
- 22 we hope to have that for you soon.
- But, lastly, this team working on the education
- 24 and the environment initiative is making good progress on
- 25 the Phase 1 plan. The major tasks that have been

- 1 completed to date include the development of a draft set
- 2 of environmental principles and concepts working with over
- 3 90 representatives of state and federal agencies,
- 4 universities, non-governmental organizations and
- 5 educators; a public review of the draft environmental
- 6 principles and concepts through a web-based, on-line
- 7 discussion forum; a review of the draft environmental
- 8 principles and concepts by the vice chair of the Science
- 9 Committee of the Curriculum Commission. An then, lastly,
- 10 we have a process aligning science and history social
- 11 science standards to the draft environmental principles
- 12 and concepts. So they've been busy.
- 13 And in December we will have a full update on AB
- 14 1548 in the next steps.
- So really this concludes my report. And I'd be
- 16 happy to answer any questions or take suggestions.
- 17 CHAIRPERSON WASHINGTON: Great. Good job.
- Any questions, comments?
- 19 COMMITTEE MEMBER MOULTON-PATTERSON: Just A
- 20 couple. I can't pass up education.
- 21 Thank you, Joanne. And I just want to say, as
- 22 I've said before, on the School Energy Efficiency Program,
- 23 that would have just gone right down the drain had we not
- 24 taken it over from the State Consumer Services Agency.
- 25 They did not want it, and it would have just been history.

- 1 And everybody's worked so hard -- Mark, Joanne, Marie, all
- 2 of -- the people in education, our Contracts Office, the
- 3 Budget Office. And I just want to thank you, because I
- 4 know this was a lot of hard work at kind of a difficult
- 5 time.
- 6 Also, you've done a terrific job organizing the
- 7 School DEEL program. I think you've only been in this
- 8 position six months also, haven't you, Joanne? And you've
- 9 done a terrific job. You've got great people down there.
- 10 Again, as I said last time, AB 1548 has just done
- 11 tremendous things in six months. And of course -- I know
- 12 she doesn't like me to say it -- but Bonnie Bruce and
- 13 Andrea Lewis have just done really amazing work. And I
- 14 know they're getting ready to take that over -- give that
- 15 over and hand that over to you, Joanne. And I know your
- 16 staff is going to be up for it. But at least you've had
- 17 that good six months of solid work on it. And I think
- 18 you've done a great job, all of you, Bonnie.
- 19 CHAIRPERSON WASHINGTON: All right. Ms. Peace?
- 20 COMMITTEE MEMBER PEACE: No.
- 21 CHAIRPERSON WASHINGTON: Thank you again. Thanks
- 22 to Joanne. And, again, my office looks forward to working
- 23 with her. I meet with the staff and directors on a
- 24 regular basis to make sure we keep apprised at the Board
- 25 as to what's going on as it relates to education across

- 1 the State. And, again, kudos to you and to Bonnie for the
- 2 great workshop you did with the -- that I was able to sit
- 3 down and just observe. You guys did a fabulous job. You
- 4 brought in some great professionals around the state.
- 5 And to see Fred Keely come in there and be a part
- 6 of that really threw me for a loop. That was great.
- 7 So, again, good job. And we look forward to
- 8 working with you on all the programs as related to our
- 9 school initiatives and things that we take on at the
- 10 Integrated Waste Board. Keep up the good work.
- 11 All right. Now, I'll final discussion would be
- 12 Item No. C, the discussion of pending legislation. And
- 13 that would be done by our Assistant Director, Caroll
- 14 Mortensen. And she is so excited because this is the
- 15 first time she gets to get a venue where she can talk
- 16 about legislation in the State of California, which we
- 17 always talk about at the Board. It's funny how
- 18 legislation come up. Every Board meeting we talk about
- 19 some legislation. And then to have her to come before our
- 20 committee and kind of give us an update on what's coming
- 21 forward. An, again, you will here this discussion at the
- 22 full Board because I want the full Board to have the
- 23 opportunity to hear this discussion. And, again, we thank
- 24 her for being so willing, and her staff who have done an
- 25 excellent job over there.

- 1 And, again, we'll be working with them to build
- 2 better relationships over there with the members. And as
- 3 all of you know, I've said it a thousand and one times,
- 4 it's relationships that makes a difference when it comes
- 5 to budgets and things of that nature. We don't ever want
- 6 to be in a position again where we're the issue here. And
- 7 so I think by building our relationship with the
- 8 Legislature, and the importance of the California
- 9 Integrated Waste Board would offset a lot of that when we
- 10 get to that point.
- 11 So thank you, Caroll, to you and your staff for
- 12 the job you've done for all of us and all the information
- 13 you provided regarding the hundreds and two, three, four
- 14 hundreds of legislation that come before the California
- 15 Legislature.
- 16 Caroll.
- MS. MORTENSEN: Thank you, Chair Washington and
- 18 Committee members.
- 19 I thought I'd take a moment here and provide an
- 20 update of what our office has been doing for the 2003-2004
- 21 legislative session. Before I do that -- you guys kind of
- 22 gave me a nice entry. I'd really like to take an
- 23 opportunity just to thank my outstanding staff. And the
- 24 awesome staff of the divisions have done an unbelievable
- 25 job this year coordinating and providing an analysis of

- 1 all the bills we've worked on.
- 2 I would like to start with my little office: Pat
- 3 Chartrand, Elizabeth MacMillan, and our student Ryan
- 4 Stanbra. We are a lean, mean legislative machine in our
- 5 little office.
- 6 For reference, for the 2003, 2004 legislative
- 7 session, my little staff looked at every single one of the
- 8 over 3100 Assembly bills, 1900 Senate bills, and the
- 9 dozens of special session bills. We also looked at every
- 10 one of those each time it was amended. And of those we
- 11 tracked about almost 400 of those and we analyzed over
- 12 120. So we were very, very busy. But of course we
- 13 couldn't do that all by ourselves. And luckily, as I've
- 14 heard you all say before, we are the best staff in state
- 15 government, who are very passionate about what they do and
- 16 how they do it.
- 17 CHAIRPERSON WASHINGTON: Hey, Caroll, let me
- 18 interrupt you right there so I can stay with this point.
- 19 How many staff do you have?
- 20 MS. MORTENSEN: I have two professional staff and
- 21 a student right now.
- 22 CHAIRPERSON WASHINGTON: Just so you guys can
- 23 understand the reality of what she's saying, in the
- 24 Legislature we have 475 attorneys that does what she's had
- 25 three staff people do, just so you guys can get an idea.

- 1 We have 437 attorneys who go through every piece of
- 2 legislation that's been introduced and passed through the
- 3 Legislature process. So that's really, really great to
- 4 hear that you guys have -- I mean you guys spent a lot of
- 5 sleepless nights. No wonder I see you here at 10, 11
- 6 o'clock at night. Good job.
- 7 MS. MORTENSEN: Oh, thanks.
- 8 Well like I said, we've got a lot of good help
- 9 behind us. I'd like to take also just a second to thank
- 10 the single points of contact that we have in each of our
- 11 divisions and offices. Those are the folks who help us
- 12 distribute all the requests for analyses and coordinate
- 13 the responses and get all that information back to us.
- 14 And that's not an easy task because they're doing that in
- 15 addition to all their regular workload. But that would be
- 16 Jennifer Bartholomew and Michelle Caballero of the
- 17 Diversion Division and Sue Chow of the Special Waste
- 18 Division, Bob Holmes of the Permitting and Enforcement
- 19 division, Roberta Kunisaki and Cheri McFarland of the
- 20 Markets Division, Joanne in the Education Office, JoAnne
- 21 Byrne of the Administration Division, Chris Peck of the
- 22 Public Affairs Office Dona Sturgess of the Legal Office,
- 23 and Claudia Moore of the Special Waste Division who did
- 24 kind of double duty for the Policy Office as well as the
- 25 E-waste Team. So we couldn't have done it without them.

- 1 So thank them very much.
- 2 So that being said, I'll take a few minutes to
- 3 discuss just the top priority bills that affect our
- 4 policies and programs here at the Board. As you know, our
- 5 analysis are confidential between us and the Governor's
- 6 Office, and we don't often get an official position on
- 7 bills, nor do we really know what's going to happen till
- 8 he actually puts his signature on a bill.
- 9 But that being said, you know, the legislative
- 10 session ended on the very early morning hours of Saturday,
- 11 August 28th. And the Governor has till the end of
- 12 September to take action on all those bills that were
- 13 passed in the last couple of weeks.
- 14 So most of our bills right now are sitting on the
- 15 Governor's desk or on the way to his desk. So I don't
- 16 have too much as far as what's chaptered and vetoed. But
- 17 I'll start with those.
- 18 AB 1466 (Koretz). This was the bill that would
- 19 have established "Don't Trash California" as the state's
- 20 unified litter prevention and recycling message. It also
- 21 would have established -- or authorized the Board to
- 22 establish interagency litter prevention and recycling
- 23 committee to collaborate on utilizing that message.
- 24 However, the Governor vetoed that bill and indicated that
- 25 those efforts could be done administratively. So that

- 1 might be something you might want to follow up on next
- 2 year.
- 3 AB 2159 (Reyes). This was signed by the Governor
- 4 on the 10th. This was the bill you guys probably remember
- 5 that was the result of the audit that was called by
- 6 Assembly Member Reyes in response to the Crippen fire in
- 7 her district down by Fresno. This bill makes some
- 8 improvements to our solid waste facility notice and order
- 9 and appeals process. Specifically it changes law to
- 10 narrow who was eligible for an automatic stay of cease and
- 11 desist order only to those operators who have permitted
- 12 facilities. Unpermitted facilities are no longer eligible
- 13 for a stay and must immediately comply with an order.
- 14 And also, and more importantly, time frames for
- 15 the local appeals process have been shortened. In the
- 16 case of a permit applicant or operator who seeks hearings
- 17 on proposed permits conditions or they're protesting
- 18 enforcement action, a hearing request must be filed within
- 19 15 days from the time that the applicant or operator
- 20 receives the notice from the enforcement agent's agency.
- 21 And when it has to do with a private person who is
- 22 alleging that an enforcement agent has not acted in
- 23 accordance with the law, that person has 30 days to file
- 24 that notice with the enforcement agency.
- 25 The nice part of this now is that within 15 days

- 1 of receiving the request for a hearing the enforcement
- 2 agency must notify the requester of the hearing when the
- 3 time and place that hearing will be. And the hearing must
- 4 be held within 30 days of that notice. And the decision
- 5 of the enforcement agent must be made within five days of
- 6 that hearing.
- 7 So no more appeal upon appeal upon appeal. As
- 8 once an operator-applicant wants to appeal an enforcement
- 9 order, that will be rectified at the most within 60 days,
- 10 more than likely within 45 days. So hopefully that will
- 11 take care of some of the issues if the Governor signs this
- 12 bill that we've been having with like the Florin-Perkins
- 13 site. So fingers crossed on that one.
- 14 Another bill that was signed by the Governor is
- 15 AB 1802 by Bogh. This was a bill that deals with illegal
- 16 dumping, and raised the penalties for those violations
- 17 from -- for example, the first conviction, from \$500 up to
- 18 a thousand dollars. And it's a small step forward on
- 19 illegal dumping. But I know, Member Washington, your
- 20 staff and your office have been working really hard on
- 21 trying to get an initiative going here at the Board to
- 22 coordinate some of the efforts out there on illegal
- 23 dumping. So I guess we'll use this as a springboard to
- 24 see what else we can do.
- 25 And I just realized I said AB 2159. AB 2159 was

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- 1 signed by the Governor. I'm sorry. So that's good stuff.
- 2 Also signed by the Governor yesterday was AB 1873
- 3 by Assembly Member Hancock. This was the bill that
- 4 extends the sunset date for the Board's Recycling Market
- 5 Development Zone loan program from July 2006 to July 2012.
- 6 So that's really good news.
- 7 Also signed by the Governor about a month ago was
- 8 SB 1362 by Figueroa. And this bill authorizes local
- 9 jurisdictions to include in their household hazardous
- 10 waste elements information on -- including Sharps
- 11 management programs as part of their household hazardous
- 12 waste efforts. This is an emerging issue that we'll
- 13 probably be hearing more about. As the population of
- 14 California grows older and there's more and more home care
- 15 for folks, the management of home-generated hypodermic
- 16 needles and lancets, commonly known as Sharps, has become
- 17 a bigger and bigger issue.
- They are not really regulated. They're not
- 19 considered medical waste because they're generated by
- 20 households. So it's kind of one of those nebulous things
- 21 that we probably need to start taking a look at. I know a
- 22 few years ago the Household Hazardous Waste Program did
- 23 provide some funding through that program to get some
- 24 Sharps programs up and running. But I would say this is
- 25 something we'll be hearing more about in the future.

- 1 So now moving on to the bills that have been
- 2 enrolled or are on their way to Governor's desk.
- 3 AB 338 by Assembly Member Levine. This is the
- 4 bill dealing with rubberized asphalt concrete, and
- 5 requires CalTrans to use an increasing amount of
- 6 rubberized asphalt concrete in their highway projects: 20
- 7 percent by 2006, 25 percent by 2009, and 35 percent by
- 8 2012. It requires the Secretary of Business,
- 9 Transportation and Highways to annually starting in 2009
- 10 prepare an analysis of the cost differential between RAC
- 11 and traditional asphalt. And this study will determine
- 12 whether CalTrans is required to meet the next level of
- 13 increased use. If the cost is more than 10 percent, the
- 14 CalTrans would just be required to stay at that current
- 15 level until the costs come down again.
- But I think, as you've heard from our staff and
- 17 from others, that RAC -- its cost benefit is definitely
- 18 something that is very comparable to rubberized asphalt
- 19 concrete. So we're very excited about that.
- 20 Also the bill contains language that we need to
- 21 allow us to exclude the purchase of non-U.S. generated
- 22 rubber for highway projects. What this would do if the
- 23 Governor signs this bill is allow us to exclude like
- 24 Canadian rubber -- which is heavily subsidized by the
- 25 Canadian Government, and it's usually cheaper than our

- 1 rubber -- which would hopefully drive the market for U.S.
- 2 and, more specifically, California rubber.
- 3 AB 736 (Hancock). This is kind of a green
- 4 building Collaborative for High Performance School bills.
- 5 This bill would require the State Allocation Board to
- 6 adopt regulations in accordance with design standards set
- 7 forth for the CHPS process. And those regulations would
- 8 be used to determine funding for any new school bonds that
- 9 are generated after 2006. So that goes on the idea that
- 10 if, you know, you have standards that say you must build
- 11 green and it's tied to money, you're probably going to get
- 12 people to do it. So we're keeping an eye on that one.
- 13 AB 923 by Firebaugh. This was a bill that was
- 14 sponsored by Cal EPA and the Air Board to raise money for
- 15 air pollution efforts. As it affects us it raises our
- 16 tire fee by 75 cents to a dollar 75. The additional 75
- 17 cents goes directly to the Air Resources Board for air
- 18 pollution efforts as it relates to particulate matter.
- 19 In 2007, the fee drops back to a dollar 50.
- 20 However, we get our -- continue at a dollar and the Air
- 21 Board gets 50 cents until 2015, when the fee goes back
- 22 to -- the tire fee goes to 75 cents and the air pollution
- 23 portion of the funding ends. It also has some provisions
- 24 then to raise registration fees also to -- oh, it's about
- 25 a \$90 million package for air pollution efforts.

- 1 AB 1353 (Matthew) dealing with treated wood waste
- 2 disposal. Department of Toxic Substance Control currently
- 3 has variances that are set to expire regarding the
- 4 management of hazardous treated wood waste, like
- 5 creosote -- not creosote, but arsenic-treated,
- 6 copper-treated wood. Right now there's about 28
- 7 landfills, both Class 2 and Class 3, that can accept these
- 8 materials because of the variance and the Water Board's
- 9 waste discharge requirements. In essence, what this bill
- 10 would do would codify those requirements. But it also
- 11 would require wholesalers and retailers of wood -- of
- 12 treated wood to notify consumers of the hazards associated
- 13 with the purchase, use and disposal of treated wood.
- We may have some minor costs associated with this
- 15 bill if it is passed to coordinate with DTSC on regulation
- 16 development that might be required with the bill, and to
- 17 provide guidance to operators and LEAs about changes to
- 18 the law.
- 19 AB 1696 (Pavley). This is the little cleanup
- 20 bill to the education and the environment initiative from
- 21 last year. It removes the troublesome mandate for some of
- 22 the education agencies and it has some other minor clean
- 23 up.
- 24 AB 21 -- I'm sorry -- 2176 (Montinez) dealing
- 25 with large venue recycling. This bill has various

- l requirements on the Board. For instance, developing a
- 2 model ordinance for large venues and posting information
- 3 on large venue recycling up on the website. And required
- 4 local agencies to report as part of their annual report
- 5 their estimate description of the top 10 percent of large
- 6 venues in their jurisdictions, and us to evaluate those
- 7 reports and make a determination about the level of large
- 8 venues and what they're recycling and, if necessary,
- 9 recommend to the Legislature what statutory changes we may
- 10 need to encourage more recycling at these events.
- 11 It would also require the operators of the large
- 12 venues to every other year get together with their waste
- 13 handlers and recycling program coordinators to look at
- 14 programs that may be appropriate to increase recycling.
- 15 Most of the efforts that would be required of
- 16 this bill are ongoing at the Board, so it would probably
- 17 we a minor and absorbable cost for us to do that and it
- 18 would be a boost to our large venue recycling.
- 19 AB 2311 (Jackson). This is the bill that would
- 20 codify the executive order that Governor Davis issued
- 21 about energy efficient sustainable buildings -- state
- 22 buildings, and requires the State and Consumer Services
- 23 Agency to incorporate sustainable building practices into
- 24 the planning and operation functions of all state agencies
- 25 and submit a report to the Governor on the progress.

1 AB 2633 (Frommer). This is what we've actually

- 2 called the grease bill. This is the bill that attempts to
- 3 address the management of disposal of grease from
- 4 intercepters and traps. There's an issue throughout the
- 5 state with sewer overflows and other water quality issues,
- 6 probably caused from the both illegal disposal of grease
- 7 and grease just entering the sewer system from faulty
- 8 intercepters and traps or no intercepters and traps. It
- 9 went through -- the bill went through the good part of the
- 10 session, with the Board permitting grease transporters and
- 11 handlers and developing a manifest system for grease.
- 12 However, at the end the bill was amended to move the
- 13 requirements of bills under the jurisdiction of the
- 14 Department of Food and Aq, which currently does have
- 15 jurisdiction over the management of grease.
- 16 AB --
- 17 COMMITTEE MEMBER MOULTON-PATTERSON: May I ask a
- 18 question on that?
- MS. MORTENSEN: Certainly.
- 20 COMMITTEE MEMBER MOULTON-PATTERSON: Has Food &
- 21 Ag stepped to the plate to do a more complete job on this
- 22 in your conversations?
- 23 MS. MORTENSEN: They're moving forward slowly. I
- 24 think -- what's in the bill now they think might be
- 25 extreme for what -- they believe they have a lot of the

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- 1 statutory authority they already need to develop
- 2 regulations to do what's in the bill. But I think they're
- 3 starting to see their role a little more clearly in this.
- 4 COMMITTEE MEMBER MOULTON-PATTERSON: Thank you.
- 5 MS. MORTENSEN: AB 2701 Runner). This is our
- 6 sponsored bill in association with Cal EPA. And it's kind
- 7 of a two-pronged bill. It deletes a whole bunch of old
- 8 and obsolete reports -- legislatively mandated reports
- 9 from statute, but also has the Board being the lead in
- 10 developing guidelines to assist other state agencies with
- 11 producing reports on a much more environmentally
- 12 sustainable manner, including, instead of printing
- 13 hundreds and hundreds of copies, as posting those copies
- 14 on websites, distributing things electronically,
- 15 distributing them via CD or computer disk.
- 16 And it also has us -- for all our reports allows
- 17 us to submit them electronically instead of in hard copy.
- 18 So that should be a large cost savings to the state. And
- 19 being able to encourage other state agencies too I think
- 20 is a -- it kind of puts us on the map as one of the
- 21 leaders in resource conversation.
- 22 AB 2901 (Pavley) dealing with cell phone
- 23 recycling. This requires retailers of cell phones in
- 24 California by July 2006 to have a system in place to
- 25 accept used cell phones from consumers for proper reuse,

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- 1 recycling and disposal when they come in to buy a new cell
- 2 phone.
- 3 So, simply, if you sell a cell phone in
- 4 California, you must take one back. It requires DTSC to
- 5 calculate and publish on its website a cell phone
- 6 recycling rate for the state. But other than that,
- 7 there's really no oversight agency. It is listed in the
- 8 Public Resources Code in our part of the code, but there's
- 9 no direct enforcement for us. So it's a
- 10 self-implementing, no cost product stewardship approach to
- 11 managing cell phones.
- 12 COMMITTEE MEMBER PEACE: So, Caroll, on that bill
- 13 where they say they have to take back a cell phone, then
- 14 it doesn't say what they have to do with it. I mean they
- 15 could just then take it to the dump, or do they have to
- 16 have it recycled, or what --
- MS. MORTENSEN: Well, part of the program they
- 18 have to establish has to demonstrate that they'll manage
- 19 them properly. And that's either through reuse, which is
- 20 one of the largest markets for these, and recycling. And
- 21 that's one thing that this bill -- I think why it
- 22 proceeded so far along in the process is there actually is
- 23 a real strong market for old cell phones and recycled
- 24 parts from cell phones. So just a matter of getting them
- 25 back in to where they can be recycled.

- 1 And that was it for our Assembly bills.
- 2 Senate bills, we just had a couple this year.
- 3 SB 50 (Sher), which is the cleanup to the
- 4 Electronic Waste Recycling Act from last year. And this
- 5 was a long row to hoe on this one. It moves the fee
- 6 collection date back to January 2005. Currently in law
- 7 it's November. It started out in July. But now we're
- 8 back to January 2005. It mandates the Board of
- 9 Equalization to collect the fee. It establishes a system
- 10 for manufacturers to take back their own products to
- 11 receive the feedback. It requires E-waste that is
- 12 eligible for payment to be canceled within the state. So
- 13 it encourages recyclers to set up in state.
- 14 It also has a provision for a loan from both the
- 15 General Fund as well as unspecified special funds to allow
- 16 us to get started on making payments to recyclers. But
- 17 there seems to be some issues with the way that is worded
- 18 about how feasible it is. So we're not sure how it's
- 19 going to work out.
- 20 But we also got -- which there's very few of
- 21 these this year -- is we got continuous appropriation for
- 22 the E-waste account. Which means that we can continue
- 23 making recycling payments and other functions out of that
- 24 account regardless of what our income and outflow is and
- 25 don't to have go to the back to the legislature for

- 1 increased spending authority every time. So that's a
- 2 two-thirds vote. So that was a good thing.
- 3 It has some other minor technical cleanup things
- 4 in it as well. But I think the E-waste bill is going to
- 5 be one of those, like the bottle bill, is we'll have a
- 6 bill every year probably for the next five or six years on
- 7 cleaning up the statute to get it running the way it needs
- 8 to run.
- 9 SB 1703 (Alarcon). This would establish a
- 10 California Certified Green Business Program. And this
- 11 bill, in essence, codifies the Bay Area Association of
- 12 Governments Green Building Program. And in coordination
- 13 with CSU Hayward's Environmental Finance Center, it would
- 14 allow local governments to set up programs and award
- 15 Certified Green Building designations to those businesses
- 16 that meet criteria set in the bill and can demonstrate
- 17 that they are beyond compliance with federal, state and
- 18 local laws and comply with the general standards checklist
- 19 as described in the bill.
- 20 You probably have some minor costs associated
- 21 with implementing that bill if it did come down with
- 22 coordination. Because we've done so much already on green
- 23 building here, we probably have a lot to add.
- 24 SB 1729 (Chesboro). This is the bill that was
- 25 consistent with the Board's action back in April to direct

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- 1 staff to look at removing from statute the requirement for
- 2 the Board to calculate the recycling rate for the RPPC's.
- 3 As you know now, one of the compliance options is for the
- 4 Board to calculate this compliance rate. The problem is
- 5 the data to calculate that rate is very hard to get and
- 6 it's often inaccurate. It also relies heavily on -- I
- 7 don't know if you'd call it -- the subsidized bottle bill
- 8 plastics, not just the regulated plastics.
- 9 So by removing the requirement for us to
- 10 calculate the rate, the compliance would be determined on
- 11 an audit basis, which is the way we do it right now,
- 12 because if they -- if we don't reach a 25 percent
- 13 recycling rate, we revert back to an audit-based
- 14 compliance schedule anyway. And of the six of the nine
- 15 years we've been doing this we haven't met the 25 percent
- 16 recycling rate. So hopefully if the Governor signs this
- 17 bill, that would alleviate some staff time having to
- 18 calculate that rate all the time and allow them to work
- 19 more proactively on implementing that bill.
- 20 SB 1749 (Karnette). This is the bill that ended
- 21 up dealing with Placer Trash Bags. But it's kind of a
- 22 truth in advertising bill. And it says that if a plastic
- 23 bag is labeled degradable, compostable, or biodegradable,
- 24 manufacturers have to demonstrate by using ASTM standards
- 25 that their bags do meet those criteria.

- 1 There is no enforcement agency linked with this.
- 2 It would be pretty much self-enforced by folks filing
- 3 lawsuits if somebody found that one of the bags wasn't
- 4 meeting those definitions, which is a good thing. Those
- 5 biodegradable, compostable, and degradable tags are kind
- 6 of a marketing tool. So I want to make sure that people
- 7 that sell them are indeed being truthful.
- 8 SB 1851 (Bowen). This is the bill that would
- 9 require the Board in consultation with the Department of
- 10 General Services and the Air Board and Department of
- 11 Health Services to develop regulations that prescribe
- 12 sustainable building practices for the state, including
- 13 use of recycled content materials, recycling and
- 14 demolition waste, indoor air quality, alternative energy
- 15 sources, storage of recyclables, and a whole host of
- 16 green -- other green aspects for building. So we would
- 17 have some minor costs associated with that. But that
- 18 would be another move forward for green building and for
- 19 the Board as being the lead on developing those types of
- 20 regulations.
- 21 So those are the bills that are on their way to
- 22 the Governor's desk. And there's a couple bills that
- 23 we've been tracking that didn't make it out of the
- 24 Legislature, AB 1699 and SB 1180. Those were the bills
- 25 that dealt with management disposal fluorescent light

- 1 tubes. They both had slightly differing fee-based
- 2 programs that would have funded infrastructure and
- 3 recycling costs.
- I would say that while they didn't make it out
- 5 this year, the management of these tubes and other
- 6 universal waste is -- needs to be addressed in the next
- 7 couple years. After 2006 these types of materials can't
- 8 be disposed of in a landfill. So the time is coming to
- 9 find out of -- a management system for those.
- 10 AB 2396 (Wiggins). This was the bill that was
- 11 introduced by Member Wiggins, who has the Sonoma tire
- 12 piles in her jurisdiction, in kind of an effort to help
- 13 get them cleaned up. As it was last heard in committee it
- 14 was phased down to a study about the use of tires for
- 15 erosion control. What hung it up in committee was the
- 16 language that was used in the bill that required us to
- 17 determine if state or federal agencies should be held
- 18 liable for directing the use of tires as erosion control.
- 19 Hanna Beth Jackson, who is the Chair of the
- 20 Natural Resources Committee, really glommed on to that and
- 21 saw it as a -- you know, a real deathnel for agencies
- 22 when -- you know, she likened it to air pollution and, you
- 23 know, would you hold the Air Board liable for 25 years ago
- 24 knowing that -- or 30 years ago knowing that catalytic
- 25 converters, you know, weren't necessarily a good thing?

- 1 So she really -- that's the reason the bill kind of died
- 2 in committee. It was one of the last -- I think that was
- 3 heard like at 2:30 in the morning on Saturday.
- 4 Also the State Agency buy-recycled cleanup bill,
- 5 SB 1886, also didn't make it out of the Legislature. But
- 6 what might good come of that is that we're going to work
- 7 with Hewlett-Packard Corporation to see if there's a way
- 8 we can meld the State Agency buy-recycled campaign with
- 9 the Environmental Preferable Purchasing Program at DGS to
- 10 maybe find a way to allow products that meet the
- 11 environmental Preferable purchasing standards to count for
- 12 SABRC compliance. So that will be a bill probably that
- 13 we'll hear next year.
- 14 Also, most of the bills at the Senate
- 15 Environmental Quality Committee introduced as spot bills
- 16 at the beginning of the year, they either didn't make it
- 17 out of the Legislature or were amended to deal with things
- 18 outside the purview of the Board.
- 19 So just a few little ditties.
- 20 Any questions or comments, suggestions.
- 21 CHAIRPERSON WASHINGTON. Ms. Peace.
- 22 COMMITTEE MEMBER PEACE: The only comment I have
- 23 is, Joanne, Jon, Caroll, I want to thank you and your
- 24 staffs for just the incredible amount of work that you do
- 25 and what a great job that you all do.

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1 CHAIRPERSON WASHINGTON: Madam Chair.
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- 2 COMMITTEE MEMBER MOULTON-PATTERSON: I'd just
- 3 like to add to that.
- 4 You know, my office has worked very closely with
- 5 Caroll and her staff. And you've done such a professional
- 6 thorough job, and it's just been a pleasure. Thank you.
- 7 MS. MORTENSEN: Been a pleasure here too.
- 8 CHAIRPERSON WASHINGTON: Again, as you can see
- 9 from the number of bills that Caroll talked about that's
- 10 either signed into law, at the Governor's desk, or were
- 11 held in committees, some of those, again, I believe will
- 12 be revisited in the next session. And so we'll keep our
- 13 entire Integrated Waste Board family apprised of where
- 14 those legislations are going. She and I will be working
- 15 with some of my former colleagues over in the Legislature
- 16 on things to help this Board do what the public says we
- 17 can't do and things of that nature, which will be some of
- 18 the good stuff that will start happening where the Board
- 19 will be intimately involved in what's going on over there.
- 20 Again, I want to thank all three of our directors
- 21 for doing such an excellent job at your presentations
- 22 today. And, again, this is the type of information we
- 23 want to put forward, that everyone in the California
- 24 integrated Waste Board will know what's going on and how
- 25 we can move forward in helping present our case before the

| 1 | people of California that we are a very important board |
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| 2 | and we do a lot of important things to help the public as |
| 3 | to health and safety of the State of California. |
| 4 | With that, if there's any public comments, you're |
| 5 | certainly welcome to come forward. |
| 6 | With that, Madam Chair and Ms. Peace, thank you |
| 7 | very much. |
| 8 | And our Committee stands adjourned. |
| 9 | (Thereupon the California Integrated Waste |
| 10 | Management Board, Education and Public |
| 11 | Outreach Committee meeting adjourned at |
| 12 | 4:00 p.m.) |
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| 1 | CERTIFICATE OF REPORTER |
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| 2 | I, JAMES F. PETERS, a Certified Shorthand |
| 3 | Reporter of the State of California, and Registered |
| 4 | Professional Reporter, do hereby certify: |
| 5 | That I am a disinterested person herein; that the |
| 6 | foregoing California Integrated Waste Management Board, |
| 7 | Education and Public Outreach Committee meeting was |
| 8 | reported in shorthand by me, James F. Peters, a Certified |
| 9 | Shorthand Reporter of the State of California, and |
| 10 | thereafter transcribed into typewriting. |
| 11 | I further certify that I am not of counsel or |
| 12 | attorney for any of the parties to said meeting nor in any |
| 13 | way interested in the outcome of said meeting. |
| 14 | IN WITNESS WHEREOF, I have hereunto set my hand |
| 15 | this 28th day of September, 2004. |
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| 23 | JAMES F. PETERS, CSR, RPR |
| 24 | Certified Shorthand Reporter |
| 25 | License No. 10063 |
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